

Message Text

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PAGE 01 THESSA 00806 261410Z

44

ACTION EB-11

INFO OCT-01 NEA-10 ISO-00 SS-20 COME-00 SPC-03 PER-05 A-01

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FM AMCONSUL THESSALONIKI

TO SECSTATE WASHDC 1771

INFO AMEMBASSY ATHENS

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E.O. 11652: GDS

TAGS: ETRD

SUBJECT: EFFECTIVENESS IN OVERSEAS COMMERCIAL FUNCTION

REF: STATE 239800

1. FOLLOWING ARE POST RECOMMENDATIONS ON POSSIBLE IMPROVEMENTS TO COMMERCIAL FUNCTIONS, AS REQUESTED REFTEL:

2. FOR SMALLER, PRIMARILY TRADE OPPORTUNITY-ORIENTED POSTS SUCH AS CONGEN, SUGGEST INCREASED USE OF INDIVIDUAL USDOC SPECIALIST VISITS. VISITS HERE IN MARCH AND NOVEMBER 1973 BY POLLUTION EQUIPMENT SPECIALIST PREISNER AND METAL WORKING SPECIALIST HUNSBERGER WERE AMONG HIGHLIGHTS OF POST'S 1973 TRADE PROMOTION PROGRAM. BELIEVE VISITS BY SPECIALISTS ABLE TO IDENTIFY AND DISCOURSE INTELLIGENTLY ON TECHNICAL NEEDS GENERATE CONSIDERABLE MOMENTUM AT RELATIVELY LOW EXPENSE. THEREFORE RECOMMEND ADDITIONAL EMPHASIS ON ONE-MAN SPECIALIST VISITS, IN THIS AREA, FOR INSTANCE, ON SUCH SUBJECTS AS TOTAL EQUIPMENT AND MANAGEMENT, FOOD PROCESSING EQUIPMENT, MEDICAL AND DENTAL EQUIPMENT,

TEXTILE MACHINERY, REFRIGERATION, AND CONSTRUCTION MACHINERY.

3. CONGEN ALSO RECOMMENDS THAT SMALLER POSTS BE AUTHORIZED EMPLOY, ON TRIAL BASIS UNDER SHORT-TERM AND PARTTIME CONTRACTS, LOCAL BUSINESSMEN WITH EXPERIENCE AND BROAD CONTACTS

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IN SELECTED TARGET MARKETS. CONGEN

BELIEVES SUCH CONSULTANTS AVAILABLE LOCALLY FOR LIMITED HOURS PER WEEK COULD PROVIDE NEEDED ARKET RESEARCH AND GENERATE OPPORTUNITIES NOT OTHERWISE AVAILABLE TO SMALL POSTS WITH TIGHTY LIMITED STAFFS.

4. PLANS ALSO UNDER WAY FOR CONGEN EXPORT ADVISORY COUNCIL COMPOSED OF SELECTED KEY FIGURES FROM LOCAL BUSINESS AND AGRICULTURE SECTORS, CHAMBER OF COMMERCE, LOCAL UNIVERSITY (LARGEST IN GREECE), US BANKS, AND USIS AND CONGEN. COUNCIL, WHOSE FIRST MEETING PLANNED FOR EARLY 1974, WILL MEET EACH MONTH FOR DISCUSSION OF PRE-DETERMINED AGENDA, INCLUDING AGRICULTURE AND BUSINESS OPPORTUNITIES, OPENINGS FOR US FINANCING, AND IMPROVEMENT OF TRADE PROMOTION PROGRAM.
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